

AMERICA'S CUP WORLD SERIES HOST COMMITTEE
MEETING OF MARKETING AND PUBLIC RELATIONS SUBCOMMITTEE

PUBLIC SESSION

April 25, 2012

The America's Cup World Series Host Marketing and Public Relations Subcommittee met on Wednesday, April 25, 2012, in Public Session, beginning at 3:00 p.m., at the Gateway Visitors Center, 23 America's Cup Avenue, Newport, RI 02840 pursuant to notice of the meeting to all subcommittee members, and public notice of the meeting, a copy of which is attached hereto, as required by the By-Laws of the Corporation and applicable Rhode Island law.

SUBCOMMITTEE MEMBERS PRESENT: Mr. Evan Smith (Chair), Ms. Kim Cooper, Ms. Geremie Callaghan, Mr. Rick Nagale, Mr. Quentin Chafee, Mr. Ken Shane, Ms. Kathryn Farrington

RHODE ISLAND ECONOMIC DEVELOPMENT CORPORATION STAFF PRESENT: Ms. Melissa Chambers

AMERICA'S CUP EVENT AUTHORITY STAFF PRESENT: Ms. Susan Maffei Plowden

OPENING REMARKS

Mr. Smith called the meeting to order at 3:10 p.m.

APPROVAL OF MINUTES FROM APRIL 9, 2012

There were two edit changes for the minutes of April 9th minutes. Ms. Geremie Callaghan and Ms. Melissa Chambers were both listed as attending and neither did attend. Changes will be made as needed.

GENERAL DISCUSSION

Ms. Maffei Plowden briefed the subcommittee on updates from American's Cup Event Authority (ACEA). She reported that the Naples Italy event went well. She informed the group that the Spanish and Australian teams have dropped out of the America's Cup World Series (ACWS) due to financial reasons. They expect seven teams with nine boats to come to Newport. Ms. Maffei Plowden told committee members that the ACEA is in the final planning stages and should be able to release detailed information about parking and admission fees the Week of May 7th.

Ms. Chambers polled the committee to see if there was any interest in doing a promotional event during the ACWS in Venice in May. The general feedback from committee members was not to try a special event during the Venice races because we covered most of the journalists during the Naples event. Ms. Chambers also told the group to expect several updates and press releases from Rhode Island Economic Development Corp. (RIEDC) shortly about new developments with the race series.

OTHER BUSINESS

Mr. Smith informed the subcommittee that he would be circulating a press release to committee members shortly about an event that was being planned in South County featuring vintage 12 meter yachts. The committee also discussed the development of new promotional rack cards and posters to be circulated to area businesses to help promote the event.

CLOSING REMARKS AND ADJOURNMENT

The next committee meeting is planned for Wednesday, May 9, 2012 at 9:00 a.m. at the Gateway Visitors Center.

A motion to adjourn was made at 4:30 p.m. by Mr. Nagele. All were in favor.

approved